

## ORDER



KLAS

Mike Jones

K-WAS

100

Order / Rev:	35840
Alt Order #:	08801768
Product Desc:	OCEQUERA/CON/DEM
Estimate:	1185
Flight Dates:	10/02/12 - 10/08/12
Original Date / Rev:	05/15/12 / 10/05/12
Order Type:	GENERAL

### Primary AE:

**Sales Office:**

### Sales Region:

Agency	Name:	GMMB
	Buying Contact:	Maura Gilroy
	Billing Contact:	1010 Wisconsin Ave NW
		Washington, DC 20007

**Billing Type:**

## Billing Calendar:

**Billing Cycle:**

### Agency Commission:

Advertiser	Name:	Oceguera, John CD3
	Demographic:	A25-54
	Product Codes:	PO1
	Priority:	LV3
	Revenue Codes:	AGY, POL, CAND

### New Business Thru:

## Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	39	\$20,040.00	\$17,034.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$20,040.00	\$17,034.00	0.00
Totals	39	\$20,040.00	\$17,034.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$20,040.00
Market	100%	\$66,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$16,700.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,340.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

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Product Desc: OCEQUERA/CON/DEM  
Estimate: 1185

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Advertiser: Oceguera, John CD3  
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Estimate: 1185

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Wed 9-10p CSI															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    ---W---    1    \$2,300.00    0.00															
N30	8	10/02/12	10/07/12	Sat 1235-135a DaVinci I6M		12.35a-1.35a	-----S-	:30	1	\$40.00	LV3	0.00	NM	1	\$40.00
Da Vinci Inquest <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    -----S-    1    \$40.00    0.00															
N31	8	10/06/12	10/06/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
8 News Now Sat 5-7p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    -----S-    1    \$225.00    0.00															
N32	8	10/07/12	10/07/12	8 News Now Sun AM #2CM		8 News Now Sun A-----S		:30	1	\$350.00	LV2	0.00	NM	1	\$350.00
8 News Now Sun AM #2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/01/12    10/07/12    -----S    1    \$350.00    0.00															
N33	8	10/08/12	10/08/12	8 News Now 5-630p M-FCM		5-630p	M-----	:30	1	\$500.00	LV2	0.00	NM	1	\$500.00
8 News Now 5-630p M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12    10/14/12    M-----    1    \$500.00    0.00															
N34	8	10/08/12	10/08/12	8 News Now 4-5a	CM	4-5a	M-----	:30	1	\$25.00	LV3	0.00	NM	1	\$25.00
8 News Now 4-5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12    10/14/12    M-----    1    \$25.00    0.00															
Totals												39	\$20,040.00		